

CENTRAL HOLLYWOOD COALITION
A Non-Profit Corporation
1330 Vine Street – Hollywood CA. 90028

MINUTES
May 8, 2007
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, Paramount Contractors
Steve Auer, Sunset Gower Studios
Craig Donahue, The Donahue Group
Susan Durante, Los Angeles Film School
Brad Folb, Paramount Contractors
Duke Gallagher, Production Group
Father Michael Mandala, Blessed Sacrament Church
Fred Rosenthal, Ametron
Darcy Judd, Robertson Properties
Richard Inouye, Tribune
Carol Massie, McDonald's Restaurants
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Ryan Harter, CIM Group
George Abou-Daoud, Bowery
Shake Bakalyan, Wells Fargo Bank

Absent

Nick Salamone, Off Vine Restaurant

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Joe Mariani Jr., Hollywood Property Owners Alliance
Hanna Sheinin, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting

Guests

Sgt. Darrell Davis, LAPD
Tara Brown, PATH
Rudy Salinas, PATH

1. Call to Order

The meeting was called to order by President Dirk Degraeve at 4:05 PM. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All Appendices referenced in these minutes are attached to the Official Minutes in the HPOA Office.

2. Public Comments

There was no public comment at the current time.

3. Minutes from April 10, 2007

On a **Motion** made by Richard Inouye and **Seconded** by Susan Durante the minutes from the April 10, 2007 Board meeting were **Unanimously Approved**. Attached these minutes as Appendix C.

4. Minutes from April 24, 2007

On a **Motion** made by Susan Durante and **Seconded** by Fred Rosenthal the minutes from April 24, 2007 CHC Board Meeting were **Unanimously Approved**. Attached these minutes as Appendix D.

5. Treasurer's Report

The group was distributed a four page report which detailed the financials for the board as of May 7, 2007. Gallagher noted that the board was 4 months into the year and currently had not spent a great amount of their budgeted dollars. Due to this fact Gallagher notified the board that there was a potential for them to end the year with a minor surplus. In addition do this it was made known that billing for the second installment had been distributed during the middle of April, and would be due by the middle of May. As of the meeting date there was only a 3.3% delinquency rate to report. Following the report Kerry Morrison notified the group that the amount for the Clean Street Agreement was less than depicted on the budget sheet. Morrison followed up her comment, by requesting a correction be made in order for the streetscape committee to have a larger budget to possibly provide more potential services to the area. The group concurred.

On a **Motion** made by Darcy Judd and **Seconded** by Susan Durante the Treasurer's Report was **Unanimously Approved**.

6. NEW BUSINESS

6A. Presentation By Valerie Flores, Regarding "The Ralph M. Brown Act"

Morrison introduced Valerie Flores from the City Attorney's Office Public Integrity Division. Flores shared with the group an in depth PowerPoint presentation on the rules and regulations of the, "Ralph M. Brown Act- California's Open Meeting Law." The board enjoyed the presentation and found it to be extremely informative.

7. COMMITTEE REPORTS

7A. Security Committee

1. Request for Support of PATH H.E.R.O. Program: Darcy Judd reported that part of the BID budget when formed had included an allowance for a homeless coordinator. With this the BID could potentially make up to a \$20,000 dollar donation a year to a charitable social organization. Following these comments, Tara Brown and Rudy Salinas from PATH presented to the board the guidelines and information regarding the HERO Program. The board found the program to be extremely innovative. Following the presentation the Security Committee recommended that the SVBID board would donate a total amount of \$20,000 dollars over a 2 year period, in support of the HERO Program. After the donation Don Duckworth explained to the board that such a donation would leave the board with \$10,000 extra a year to provide further agencies with assistance. In addition Duckworth stated his agreement with the potential support, stating that PATH had already established an excellent relationship with Andrews International which would expand the effectiveness of the program. Brown concluded by explaining that the program would be seven days a week, with a partnership with the police department and security committee.

Following the discussion, a **Motion** was made by Fred Rosenthal, **Seconded** by Ryan Harter, for the board to contribute two annual \$10,000 donations to the HERO program for a total of \$20,000. The Motion was **Approved Unanimously**, and followed by a request from Craig Donahue to place the HERO number and information in the next BID NEWZ Letter.

2. Financial Support for Parcel-Map Software: Kerry Morrison introduced to the board Ofer Azoulay from SFW Software Company and explained that the Security Committee from the Sunset and Vine BID along with the Security Committee from the Hollywood Entertainment District and Andrews International had been researching purchasing a web based software program that would create efficiencies for both BIDs through a web based mapping system, kept accurate through the BID's databases and Andrew's Record. Morrison added that the software would allow the users of the software to track arrest and crime incidents handled by Andrew's International within the two BIDs. Azoulay explained that the software would allow a sort to be taken of the data, which would be managed in order to see the trends and occurrences in a given area. Morrison added that this would be extremely helpful in providing updates to property owners on what the BID is doing for them. Azoulay concluded by given a final explanation of how the system would work, the monthly cost, and noted to the board that if the agreement was ever terminated, all the data would be returned to the respective owners.

A **Motion** was made by Steve Auer and **Seconded** by _____, to approve payment of \$2,000 for initial cost out of \$8,500 total cost, and a \$200 monthly fee to be paid by the Sunset and Vine Board out of a \$800 monthly fee. The Motion was **Approved Unanimously**. No public comment followed.

3. Update on May 10 Security Open House: Morrison and Mariani commented that they were still awaiting a few RSVPs, but that they were

expecting around 60 people to attend. Morrison also notified the group that a meeting was being scheduled between Andrews International and the Private Security Companies within the Sunset and Vine BID to introduce them to the BID Patrol and get them familiar each other and educate them on the situations Andrews would handle.

7B. Streetscape Committee

1. Progress Report on Clean Street Initial Clean Up: Morrison reported on the initial clean up efforts which are currently underway throughout the BID. The groups attention was directed a map of the BID which depicted the areas which had already been pressure washed. In addition Morrison informed the group that there had been 16 trash receptacles that had been delivered and placed in the area, and four more were on the way, and would be placed in the area as soon as they were received.

2. Authorize Purchase of Logo Placard for Trash Receptacles: Morrison reported to the board that the Streetscape Committee was in the process of purchasing Trash receptacle plaques that would feature the Sunset and Vine BID logo and be tied to all trashcans that were placed in the District. The committee was looking to purchase 1,000 plaques for a total of \$993. Upon hearing this suggestion the board felt that the committee should first investigate alternative methods of branding the trashcans before a purchase was made. Morrison recommends that the streetscape committee further handle the situation, and return to the board with the committee's best suggestion for branding the receptacles and request for funding at the next board meeting.

8. OLD BUSINESS

8A. Report from Fashion Week Subcommittee

Craig Donahue informed the board he had invited the potential members to the Fashion Week Subcommittee, and was in the process of trying to bring in some "heavy weight Fashion directors," as well as other parties who have interest in seeing Hollywood possibly host this major event in the near future. Donahue also reported that he will be taking some of the members of New York's Fashion Week to see some key venues in the Hollywood area while they are in town. Donahue noted that at the moment some potential sites for hosting the event include the Palladium or possible the new Hollywood Central Park. The board was very interested in the presentation.

8B. Bylaws Review and Recommendation

Don Duckworth explained to the board the seven issues which had been discussed in the last board meeting on April 10, 2007. Morrison suggested having an Ad-Hoc committee formed which would handle the language and details of the changes and then bring the revised bylaws back to the board at the next meeting. Duckworth then continued to quickly review language changes and updates, and expressed his agreement with Morrison that an Ad-Hoc Committee should be formed to discuss changes to bylaws to bring before the board at another time. Board agreed that a small committee should be formed to bring back information to the board. Duke Gallagher suggested to appoint a committee consisting of two or three board members that would revise ideas before the

next board meeting. In addition to this the subcommittee would be responsible for overseeing the bylaw changes, and having them completed by October or September 2007. It was agreed by the board that Duckworth would send an email to board to see of the members who would be interested in being on the committee. From there the committee would be formed and announced to the board at the next board meeting.

9. Report from Kerry Morrison

Nothing to report.

10. Next Meeting

The next meeting was set for June 12, 2007 at 4:00 P.M. at the L.A. Film School.

11. Adjournment

There being no further business the meeting was adjourned by Dirk Degraeve at 6:40 P.M.